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Playing With Your Food Is Now Proper Etiquette*Willard, John. Quad City Times. Davenport, Iowa: Dec 20, 1992. Sec. BUS. pg. --*[» Jump to full text](#) [» Translate document into:](#) [» More Like This](#) - Find similar documents

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Abstract (Document Summary)

It's difficult to tell whether the Quad-Cities' newest McDonald's is a restaurant with an indoor playground or an indoor playground with a restaurant. The play area is actually bigger than the restaurant," says Harold E. "Pete" Steinke, who owns the place with his son Joseph. The restaurant at 5002 Welcome Way, Davenport, is scheduled to open Tuesday. It has a two-story play area filled with imaginative playground equipment. There is a pretzel-like tube for sliding, a ball pit for jumping and tunnels for crawling. Overhead is a tower, complete with a cockpit and controls, for imaginary travel. (excerpt)

Full Text (457 words)*Copyright Quad City Times Dec 20, 1992*

It's difficult to tell whether the Quad-Cities' newest McDonald's is a restaurant with an indoor playground or an indoor playground with a restaurant.

The play area is actually bigger than the restaurant," says Harold E. "Pete" Steinke, who owns the place with his son Joseph.

The restaurant at 5002 Welcome Way, Davenport, is scheduled to open Tuesday.

It has a two-story play area filled with imaginative playground equipment.

There is a pretzel-like tube for sliding, a ball pit for jumping and tunnels for crawling. Overhead is a tower, complete

with a cockpit and controls, for imaginary travel.

An airborne Ronald McDonald figure, holding balloons against a cloud-laced sky, looks down on special kids' chairs with backs shaped like hamburgers or french fry packs.

Parents can watch from built-in bench seating.

Neon spirals extend upward, complementing the rainbow color scheme.

The spongy floor is made of recycled tires.

The dining area, though, is designed for adults. Smoking is prohibited in all areas.

Other things make the restaurant unique among Steinke's 13 other McDonald's in the Quad-City area.

French fries are prepared by a robot that does everything except bag the fries.

Soft drinks are poured automatically at the touch of a cash register key.

Drive-up customers give their order to a person, not a speaker box, before they proceed to other windows for payment and pickup.

OTHER McDonald's IS ON HOLD

While the new McDonald's restaurant at 50th Street and Welcome Way is ready to open, a proposed McDonald's near the Mississippi River in downtown Davenport languishes.

Harold E. "Pete" Steinke, owner of 13 McDonald's in the Quad-City area, says the restaurant is still possible if downtown Davenport continues to develop and if a controversy over Iowa's new franchise law is resolved.

He said McDonald's Corp. has halted all its Iowa projects while it fights a new state franchise law in court. The law gives franchise owners broader rights.

Construction of a proposed seven-story, 220-room hotel in downtown Davenport also would enhance the restaurant's chances, he said.

Community leaders are trying to get financing for the \$19.2 million hotel as part of the \$70 million River Center Place complex.

Construction has begun on the rest of River Center Place --a 15-story combination city parking garage and corporate headquarters for Iowa-Illinois Gas and Electric Co. and an addition to the River Place convention center.

The downtown McDonald's is proposed for a site on city-owned land near the intersection of River Drive and Western Ave. just east of John O'Donnell Stadium. The restaurant's design would feature arched windows and other elements suggesting the stadium's architecture.

Charles Heston, development program manager for the city of Davenport, said the city has signed the lease and sent it to McDonald's Corp. for action.

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